

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**
Monday, September 18, 2017, 6:00 PM
City Hall, 31 S. Madison St. Evansville, WI

MINUTES

1. **Call to Order** – Alderperson Stuart called the meeting to order at 6:05pm

2. **Roll Call:**

<u>Members</u>	<u>Present/Absent</u>	<u>Others Present</u>
Gene Lewis (Chair)	P	Community Development Dir., Jason Sergeant
Erika Stuart	P	
Ben Ladick	P	
Sarah Bauer	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

3. **Motion to Approve Agenda by Berg/Barnes, passed unanimously.**

4. **Motion to waive the reading of the minutes of the July 17, 2017 regular meeting and approve them as printed by Barnes/Rutz, passed unanimously.**

5. **Citizen Appearances, other than listed agenda items** – Chairperson asked for any comments from the public, none were presented.

A. Welcome New Member and Introductions. Sergeant informed committee Ben Ladick had been appointed in place of Derick Allen.

6. **Monthly Report**

A. City Report on Economic Development Activities – Sergeant discussed recent updates, including:

- Staff is providing technical assistance to a new building be proposed for the lot on Main and Exchange.
- Staff is reviewing plans for the new development on “Lot 3” on Brown School Road that would add townhouses, rental apartments and retail space all on the same site.

Lewis Arrived

B. Chamber of Commerce Report – Rutz noted the golf outing was a success and attendance numbers are being calculated.

C. Tourism Commission Report – The Tourism Commission meets every other month. The group did not meet in September. Of note:

- The new Discover Evansville brochure has been printed and delivered.

- The next broadcast date for the Evansville / Janesville Discover Wisconsin episode is October 21, 2017.
- Groups sponsoring events in 2018 will need to submit their dates and basic contact information to Sue Berg by mid-November, to be included in the 2018 Rock County tourism guide. The guide is ready for distribution in January 2018.
- Sept. 22: Ladies Night Out
- Sept. 22: Theodore Robinson Plein Air Painting Contest Begins
- Sept. 23: Oktoberfest
- Oct. 1: Theodore Robinson Plein Air Painting Contest Ends
- Nov. 17-18: Olde Fashioned Christmas
- Dec. 2: Evansville Holiday Craft Fair
- Next meeting dates are October 3 and December 5.

Ladick Arrived

7. New Business

A. Review of 2017 Goals and Discussion of 2018 Goals. Sergeant summarized last year's goals. Discussion included ways to reach out to local citizens with chamber bucks or other incentives. Sergeant said consistency in communication is key, as well as sharing the stories of business that are marketing themselves. Committee discussed considering 2018 goals:

- Gold Shovel Certification
- Property Database Partnership
- Website Updates
- Increase communications
 - Better "vehicle" for doing so while using City Website as a primary source of information. Referring back to it for complete details on a topic.
 - Target specific industries that are desired (restaurant diversity)

8. Old Business

A. Review revised draft content for 155 E Main property information sheet. Sergeant presented updates content for a property informational sheet including a graphic design concept. Committee provided consensus the direction was good and a final draft should be produced.

B. Review revised draft content for community profile sheet. Sergeant presented content for a community profile sheet. Committee discussed applying a similar graphic design concept to the sheet.

C. Staff update regarding website content. Sergeant shared a revised description of the committee and showed updates to the Grow with Evansville page reflecting the new marketing video.

9. Education and News. Sergeant share an article regarding "The Suburb of the future". Committee discussed the importance of housing and planning reflecting the economic preferences of younger generations to use cars less and have a greater mix of uses.

10. Meeting Reminder: Next regular meeting November 20, 2017, 6:00 pm

11. Motion to Adjourn by Berg/Rutz, passed unanimously.